# CLAIMS

What is claimed is:

1    1.  A method for controlling the presentation of multimedia content on a web

2    page, such method comprising:

3        detecting the occurrence of a particular event or a combination or sequence of

4    events with respect to a web page;

5        and using such detection to select and initiate a multimedia presentation on the

6    web page.


1    2.  A method for controlling the presentation of multimedia content on a web

2    page, such method comprising:

3        detecting the occurrence of a particular event or a combination of events with

4    respect to a web page;

5        generating an event trigger corresponding to the detected event or combination of

6    events;

7        selecting a multimedia player and content based on the generated event trigger;

8        and loading the selected multimedia player with the selected content and launching

9    the playing of the selected player to provide a multimedia presentation on the web page.

3. A method in accordance with Claim 2 wherein the detected event is the completion of the loading of the web page and its static content and the selecting and loading of the multimedia player is accomplished by a small loader applet which is activated after the loading of the web page is completed.

4. A method in accordance with Claim 3 wherein the detected event is the occurrence of a JavaScript onLoad command.

5. A method in accordance with Claim 2 wherein the selecting and loading of the multimedia player is accomplished by writing an HTML layer that contains the multimedia player tags needed to load and launch the player.

6. A method in accordance with Claim 2 wherein the selecting and loading of the multimedia player is accomplished by rewriting the contents of an HTML table cell to contain the multimedia player tags needed to load and launch the player.

7. A method in accordance with Claim 2 wherein a first method of loading and launching the multimedia player is used when the web browser is of a first type and a second method of loading and launching the multimedia player is used when the web browser is of a second type.

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8.   A method in accordance with Claim 2 wherein the loading and launching of
the multimedia player is accomplished by writing an HTML layer that contains the tags
needed for this purpose when the web browser is a Netscape browser and the loading and
launching of the multimedia player is accomplished by rewriting the contents of an
HTML table cell to contain the tags needed for this purpose when the web browser is an
Internet Explorer browser.

9.   A method in accordance with Claim 2 wherein a first method of loading and
launching the multimedia player is used when the web client environment is of a first type
and a second method of loading and launching the multimedia player is used when the
web client environment is of a second type, where a web client environment is a
particular combination of browser software, computer hardware and computer operating
system.

10.   A method of presenting multimedia content on a web page, such method
comprising:
        first loading the web page and its static content;
        and loading and playing the multimedia content after completion of the loading of
the web page and its static content.

1    11.   A method of presenting multimedia content on a web page, such method

2    comprising:

3        first completely loading the web page and its static content;

4        thereafter loading a multimedia player;

5        and thereafter loading the multimedia content into the multimedia player and

6    playing the player to present the multimedia content on the web page.

1    12.   A method for controlling the presentation of multimedia content on a web

2    page, such method comprising:

3        loading a web page and its static content, such static content including a user

4    selectable image;

5        detecting the occurrence of a user click on or mouse movement over the selectable

6    image;

7        and using such detection of a user click or mouse over to initiate the occurrence of

8    a multimedia presentation on the web page.

1    13.   A method in accordance with Claim 12 wherein the user selectable image is a

2    button.

1    14.   A method in accordance with Claim 12 wherein the user selectable image is a

2    link.

1      15. A method in accordance with Claim 12 wherein the user selectable image is a

2      selection box.

1      16. A method in accordance with Claim 12 wherein the user selectable image is a

2      search box and the multimedia presentation provides helpful search tips and hints.

1      17. A method for controlling the presentation of multimedia content on a web

2      page, such method comprising:

3      loading a web page and its static content, such static content including a plurality

4      of user selectable images;

5      detecting the occurrences of user clicks on or mouse movements over different

6      ones of the user selectable images;

7      and using such detections to initiate the occurrences of different multimedia

8      presentations on the web page.

1      18. A method for controlling the presentation of multimedia content on a web

2      page having movie related images and music related images, such method comprising:

3      loading a web page and its static content, such static content including a set of

4      movie related images and a set of music related images;

5        detecting the occurrence of a user click on or mouse movement over one of the

6    movie related images;

7        using such detection of a user click on or mouse over a movie related image to

8    initiate the appearance of a video presentation on the web page;

9        detecting the occurrence of a user click on or mouse movement over one of the

10    music related images;

11        and using such detection of a user click on or mouse over a music related image to

12    initiate the occurrence of an audio presentation for the web page.